

WASHINGTON, D. C., SUNDAY MORNING, MARCH 29, 1914.

Ore-Pound Cans
Talcum
Powder,
9c
THIS COUPON and 5c for one pound of Talcum Powder, for toilet or face use. Regular price 14c. (S)

\$3.50 Clothes Washers.
With This
Coupon
49c
A vacuum
Clothes Washer,
made of
stainless
metal, every
one warranted
to give satis-
faction. (S)

100-yd. Spools
Sewing Silk
Three
for
9c
THIS COUPON and 5c for three spools of Good Quality Black Sewing Silk, 100 yards each. Letters A and B. (S)

5c Cakes of
Ivory Soap
2 for 6c
THIS COUPON and 5c for two regular cakes of Ivory Soap. Soap Dept., 1st floor. (S)

STORE HOURS: 8:45 A.M. to 5:30 P.M.
Goldenberg's
SEVENTH AND K "THE DEPENDABLE STORE"
12 1/2c Androscoggin Muslin, 8 3/4c Yd.
A one-day sale of this Superior Quality Bleached Cotton at mill cost. 36 inches wide—full pieces, bearing the famous mill ticket.

25c Jars of
"Mum," 15c
THIS COUPON and 15c for regular 25c jar of "MUM," the well known deodorant. Destroys all body odors. (S)

Regular 5c
Hairpin
Cabinets, 2 1/2c
THIS COUPON and 5c for two regular 5c Hairpin Cabinets. Each cabinet containing 100 Good Quality Japanese Wire Hairpins each. (S)

\$1.50 Aluminum Saucepans
Set of Three, **89c**
THIS COUPON and 80c for set of THREE Aluminum Saucepans, made of extra quality aluminum, guaranteed not to rust or corrode. (S)

10c Powder Books, 5c
THIS COUPON and 5c for regular 10c imported Powder Books, boxes of fine quality face powder to carry in your handbag. (S)



Easter Millinery

Unequaled for
Style & Quality
at \$8, \$12 & \$15.
Sale Prices... **\$5 & \$10**

Fresh from our workrooms come hundreds of Beautiful Trimmed Hats for tomorrow's big sale—hats that breathe the witchery of Paris and show every variation of the latest authentic fashions.

Wonderfully chic and fascinating are the shades and clever styles in the small, close-fitting hats favored by the modish women. No two alike—each with its individual note of charm and originality. There are Tailored Hats and Dress Hats of the quality materials, in colored and black effects, showing small or large shapes. Many with flower-covered bandeaux, lifted high on the side or back, as well as the new and charming sailors in many smart models.

We never had prettier styles or better values to offer you for Easter, and we're sure you'll be enthusiastic when you see the vast variety tomorrow specially priced at five and ten dollars.

\$3.50 Tailored Hat, \$1.98

This new and smart Tailored Hat, with underbrim trimming and high-side effect, in six different shapes, one of which is shown in the illustration, specially priced tomorrow at \$1.98.

Made of the latest in black and all the new colors. Trimmed with ribbons, silks, pompons, cherries, berries and other fruits.

Stylish and becoming Tailored Hats for women and young girls.



THIS HAT, \$1.98.

A Purchase of Women's Easter Apparel That Will Create a
Decided Sensation Tomorrow!

\$25.00, \$30.00 & \$32.50 Spring Suits

In Every Favored Style and Fabric \$16.45

A remarkable purchase and sale of Women's High-class Spring Suits, all the greater for its timeliness, coming as it does two weeks before Easter. The high-grade fabrics, the attractive models and excellence of tailoring will appeal to up-to-date dressers and bring appreciative women here tomorrow to share the immense value.

There are 35 new models from which to choose, including the jaunty Eton and Bolero jackets, the popular Trot and Maxixe styles, as well as smart Tailleur and more conservative effects.



Just in Time for Easter!

40-in. Box-Loom Crepe de Chine, \$1.09

Regular \$1.50 Quality
A Value That Caps the Climax of Sensational Selling On Fashionable Silks, and Again Proves Our Leadership!

We place on sale tomorrow an immense purchase of Extra Heavy Quality \$1.50 Imported Box-loom Crepe de Chine, 40 inches wide, at \$1.09 a yard. Fashion's latest and most pronounced success.

Please note that this is the extra heavy superior grade Crepe de Chine, soft, crepe finish that gives the graceful clinging effect required by the present vogue.

Choice of all the leading shades, including the following:
Ivory... Silver... Rose... Gold... Tan... Copenhagen... Tango... Mahogany... Taupe... Brown... Myrtle... Navy Blue... also Black.

On account of the big demand that will be created for this beautiful silk we cannot fill mail or phone orders.

\$1 Imported Satin Messaline—Yard-wide
Satin Messaline, extra heavy, firm-woven quality, with soft clinging charmeuse finish; rich satin face; in a complete assortment of street and evening shades. Sale price... **69c**

\$2 Colored Chiffon Taffeta—Yard-wide
Taffeta, extra heavy, soft-finish grade; guaranteed to wear; the most favored silk for spring costumes; large range of wanted shades; also changeable effects. Sale price... **\$1.49**



EXTRA COUPON SALES

15c and 19c Hat Pins, 9c. THIS COUPON and 15c for Sterling Silver Hat Pins, new shapes and engraved and embossed designs. (Jewelry Dept.) (S)

Children's Umbrellas, 39c. THIS COUPON and 5c for Children's School Umbrellas, good quality, fast black rainproof gloria covers; 20, 22 and 24 inch sizes. Neat handles, in natural wood and fancy metal trimmed. (S)

Women's Drawers, 14c. THIS COUPON and 14c for Women's Muslin Drawers, made with deep flounce and hemstitched hem; full-cut sizes. (S)

Women's Nightgowns, 29c. THIS COUPON and 25c for Women's Muslin Nightgowns, yards of cluster tucks, full cut sizes. (Limit, two to buyer.) (S)

Infants' Slips, 19c. THIS COUPON and 15c for Long or short Slips, of white muslin; made bishop and sailor styles. (Limit, two to buyer.) (S)

Boys' Neckwear, 4 for 15c. THIS COUPON and 15c for FOUR Boys' Fancy Silk or Satin Four-in-Hand Ties. Sold regularly at 4c each. (S)

75c Suits, 43c. THIS COUPON and 10c for Boys' Wash Suits, white and colored washable in a 10c suit. Sizes 3 to 9 years. (S)

25c Caps, 9c. THIS COUPON and 5c for Boys' Golf Caps, fancy mixtures; small and medium sizes. (S)

50c Matting Rugs, 25c. THIS COUPON and 25c for Japanese Matting Rugs, 4 ft. x 6 ft. Close-woven 100% pure smooth-finish straw. In floral, medallion and oriental designs; sizes: light and dark colorings. (S)

5c Matting Tacks, 6 for 5c. THIS COUPON and 5c for SIX boxes of Matting Tacks, timed or blue. (S)

\$1.25 Sulkies, 69c. THIS COUPON and 10c for Side-walk Sulkies, reversible back and folding handle; large rubber-tired wheels and enameled steel gearings. (S)

35c Sofa Cushions, 19c. THIS COUPON and 10c for Sofa Cushions, filled with silk floss and covered with fancy crepe tulle and white cambric. Sizes 18x18 and 16x22. (S)

10c and 15c Envelopes, 5c. THIS COUPON and 5c for Laid Envelopes, 25 in each package. (S)



Warner's Corsets \$2 Values At \$1.39

Extreme low bust with elastic top; free hip and front clasp with large hook and eye. Hose supporters of extra heavy webbing. Sizes up to 26.

Materials Consist of Crepe Poplin, Moire Cloth, Gabardine, Granite Crepe, Alligator Crepe, French Serge, Imported Checks, Novelty Suitings, Nub Crepe, Waffle Crepe, Wool Plisse, Crepe and Silk-and-Wool Poplin.

Colors are Mignonette, Labrador, Tango, Lichen Green, Ocean Blue, French Blue, Taupe, Copenhagen, Reseda, Helio, Russian Brown, Smoke, Navy Blue and Black.

The coats and skirts are shown in combination with moire and taffeta, and are further embellished with silk braids and crocheted ornaments. Collars and cuffs of dainty laces, embroidered chiffon or embroidered silks add greatly to the beauty of the coats. Skirts show one, two and three tiers and ruffles, pleat, peg and draped models.

All sizes in the lot—14 to 20 for misses and small women, 34 to 44 in regular sizes.



Crepe Gowns

\$1.00 Value at **69c**

Gowns of extra quality soft finish crepe, in "slip-over" style, with neck and sleeves trimmed with the linen lace edging and narrow ribbon beading. In pink, blue and white. Cut full and long. Require no ironing.



Children's Dresses

75c Values at **48c**

Fashioned of standard quality gingham, in neat checks and stripes, 24 and 26 inches wide, 2 1/2 yds. long. Fringed sides and ends. (S)

Russian and long waisted styles, with drop belt and pleated skirts, or square neck and drop shoulders. Sizes 2 to 6 years.



White Novelty Crepe Voile 19c

Regular 35c Quality at

Fashionable women know the extreme favor in which these White Novelty Crepe Voiles are held. There's nothing smarter or in better taste for blouses and frocks. They are the desirable soft clinging finish quality that launder perfectly and always look fresh and nice. The newest Crepe Voiles with fashionable rice weave nub effects that sell regularly at 35c a yard. A special purchase brings them to you in tomorrow's sale at close to half regular price.



29c Bordered Batiste, 16c. 25 inches wide, extra fine, silky finish, with neat white satin borders in various new designs.

75c White Ratine, 39c. 40-inch White Ratine, the genuine imported quality; extra firm-woven, handsome weave for smart frocks and skirts.

19c Check Dimity, 12 1/2c. Pretty White Check Dimity, in all sizes; checked, selected cotton; washes perfectly.

29c English Rep, 19c. Genuine Haworth Imported English Rep, 36 inches wide; beautiful design; selected cotton; snow-white bleached.

\$2 Longcloth, \$1.19. 15-yard pieces of Fine Quality English Longcloth, 40 inches wide; soft chambray finish. Note the width.

Boys' Regular \$6.50 Serge Suits

For Easter Wear **\$4.79**


Suits of ALL-WOOL navy blue serge, pure hard-twisted worsted yarn, guaranteed fast color and fadeless. Balkan patch pockets or box-pleat yoke Norfolk style, with full lined peg-shape knickerbocker pants. Sizes 7 to 18 years.



Fine Embroidered Voile Flouncings

Regular 69c Value at **48c**

A beautiful assortment of styles in this wanted material for making the fashionable spring frocks. 42 inches wide, deeply embroidered on sheer quality voile, with scalloped edge. Brand-new designs fresh from the looms of St. Gall. Remarkable values at 48c a yard—actually worth 69c.



27-inch Batiste Baby Irish Flouncings, in a large variety of pretty patterns. Regular \$1.00 values. Sale price... **49c**

20-inch Swiss All-over Embroidery, in a good assortment of openwork and blind designs. Sold regularly at 75c yard. Sale price... **45c**

20-inch Embroidered Crepe, heavily embroidered, with scalloped edges, for making the stylish ruffle and tier dresses. Worth 50c yard. Sale price... **39c**

Black Silk Lace Flouncings, 18 inches wide; beautiful designs. Values worth \$1.00 and \$1.25 yard. Sale price... **75c**

36-inch All-over Shadow Laces, in white and ecru colors. Worth 75c yard. Sale price... **55c**

Shadow Lace Flouncings, 18 inches wide; white and ecru colors; large variety of attractive designs. Worth 30c yard. Sale price... **23c**

Camisole Laces, for corset covers; ribbon heading top and bottom; newest designs. Values worth 35c yard. Sale price... **19c**

27 and 42 inch Swiss Embroidery Flouncings, in handloom needlework designs, showing handsome openwork patterns. Values worth 60c yard. Sale price... **39c**

39c and 50c Imported Silks

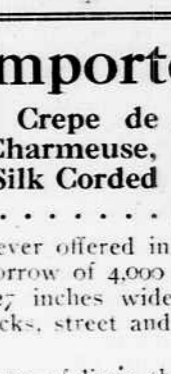
Including Jouy Printed Crepe de Chine, Brocade Satin Charmeuse, Figured Charmeuse and Silk Corded Ratines. 27 in. Wide **19c**

By far the greatest values ever offered in these fashionable silk-and-linen fabrics. Sale tomorrow of 4,000 yards of Highest-class Imported Novelty Silks, 27 inches wide, the newest and smartest weaves for dancing frocks, street and afternoon gowns, party dresses, etc.

Pure silk with a slight mixture of linen that adds greatly to their serviceability.

Choice of a large assortment of the choicest styles and effects, including Imported Crepe de Chine with handsome Jouy printings, new ideas in Brocade Satins and Charmeuse—in fact, all the latest 1914 spring and summer weaves always retailed at 39c and 50c a yard.

Complete range of wanted shades. Sale price, 19c a yard.



Wind-up Tomorrow of the Sale of Women's \$2.50, \$3 & \$3.50 Shoes

With Choice Offered at **\$1.69 Pair**

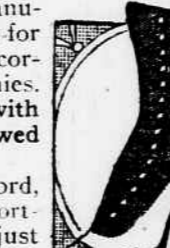
Several large purchases of women's shoes made from New England manufacturers this spring are now grouped in one lot and marked at this low price for quick selling. The sale affords an unusual opportunity to secure footwear of correct style and high quality at savings. Be here tomorrow to share the economies.

Leathers include Russia Calf, Patent Colt, Gun Metal and Vici Kid, with cloth and leather tops, tipped or plain toes; high and low heels. Hand-sewed and hand-turned soles. Choice of button, lace and blucher styles.

Included are the product of such well known manufacturers as C. P. Ford, Dunn-McCarthy, Menihan Shoe Company, the Hannah Shoe, etc. The assortment of styles is full and complete, and you will have no trouble in finding just what you like.

All sizes in the lot from 1 to 8 and every width.

Some of these shoes are classed as "factory checks," because of slight faults, which are hardly noticeable, and do not impair their serviceability or appearance.



A Great Purchase of "Run-of-the-Mill" Seamless Bleached Sheets

Regular 69c and 79c Values at **49c**

Because of slight hurts, such as an occasional thick thread, uneven hem or oil spot, the mill closed out this lot of 50 dozen Sheets to us at a decided saving from the regular price. Tomorrow you reap the benefits of our purchase.

They are Double-bed Size Seamless Bleached Sheets, made of extra heavy sheeting cotton, free from injurious dressing or starch. Finished with deep hem. Regular 69c and 79c values at 49c each.

"Run-of-the-Mill" Pillowcases, extra large sizes; some are slightly soiled; made of the best quality pillowcase cotton, free from dressing. Values worth 12 1/2c, 15c and 19c each. Sale price... **9 3/4c**

Crochet Bedspreads, double-bed size, in marcellise designs. Worth \$1.29 each. Sale price... **89c**



Special Sale of Art Goods

Handsome Luncheon Cloths, Scarfs, Shams, Etc., at Remarkable Savings

\$10.00 Japanese Renaissance Luncheon Cloths, with heavy Renaissance border in elaborate patterns; 72 inches round. One-of-a-kind designs... **\$3.98**

80c and \$1.00 Japanese Renaissance Scarfs, Shams and Centerpieces, in hand-drawn and plain centers. Three-piece Scarfs and 30-inch Centers in round and square styles... **59c**

\$2.50 Japanese Renaissance Luncheon Cloths, hand embroidered and with pure linen centers. 45 inches, round and square... **\$1.49**

Art Dept.—New Daylight Store.




All-Wool Crepe de Rose

Regular \$1.00 Value at **69c**

This handsome all-wool dress fabric is one of the latest and most sought-after importations from Paris, where it enjoys a great vogue for tailored wear. We offer it at a third under price to-morrow as the result of a purchase of an importer's stock on hand.

42 inches wide; a firm-woven grade of just the right weight and texture for spring suits and dresses. Choose from all the leading shades, including raisin, mahogany, tango, new blue, copenhagen, brown, rosewood, navy blue, peacock, tan, gray and black.



Men's 50c Silk Hose

25c a Pair

A half-price offering of Men's Pure Silk Half Hose that will bring thrifty shoppers to our men's furnishings department to-morrow.

They have triple inserted heel and toe, a feature that assures serviceability. Choice of black, blue, gray, tan and purple.

Subject to slight imperfections, which do not interfere with their good wearing qualities.



\$18 Go-Carts \$11.95

At

The famous Heywood Bros. & Wakefield Co.'s make of Fine Quality Reed and Veneered Wood Body Go-Carts—comfortable and durable.

Best enameled steel gearings, deep foot wells and latest model reclining back. Equipped with guaranteed rubber-tired wheels.

Specially priced at \$11.95.



This Coupon and 25c For 50c Transfer Patterns

Pattern Dept., 1st floor.

Fifty Embroidery Paper Patterns, transferred by the hot-iron process. The complete set of fifty tomorrow at 25c. They would cost many times this amount if bought separately.

Skinner's Satin Regularly \$1.50 98c

For one day we offer the Genuine Skinner's Guaranteed Lining Satin, 36 inches wide, at this record low price.

Choice of the following shades:
Gold, light and dark gray, cream, old rose, copenhagen and black.

25c Writing Paper, a Box, 10c

A purchase from a leading mill of surplus lots and odds and ends of High-Grade Writing Papers. Pure white linen fabric, in twelve different kinds.

Each box contains 24 sheets of paper and 24 envelopes to match.

30c Lintan China Mattings

Offered Monday at **18c Yard**

Lihtan Straw Matting is noted for its durability and handsome looks—a grade that cannot be bought anywhere in the city for less than 30c a yard.

Choose from 25 patterns tomorrow at 18c a yard—every yard fresh, new 1914 spring importations. In checks, stripes and plaids of green, blue, tan, red or brown, also plain white. Being seamless, they are reversible, thus giving double service.



\$3.50 Japanese Matting Rugs

9x12-ft. Room Size at **\$1.95**

It is important to know that these matting rugs are the extra heavy-weight 150-warp, smooth-finish straw quality that gives long service and satisfaction. At this low price you should supply your needs for the coming season.

9x12-foot size, for large rooms, in handsome floral, oriental, medallion and conventional patterns, light and dark colors.

64-in. Mercerized Table Damask

Regular 59c Grade at **38c**

Important economies in Table Damask—as the result of a purchase of 2,000 yards of extra fine quality Mercerized Table Damask, in mill lengths from 2 to 10 yards. Good assortment of new patterns.

Heavy, firm-woven quality, full of service and satisfaction. Linen Department—New Daylight Store.



Women's 19c and 25c Handkerchiefs, 12c

Pine, sheer quality linen, Shamrock lawn and swiss; in many varieties; choice of embroidered corner and all-round embroidered hemstitched.

Sale price, 12c each.

\$1.00 Hairbrushes Reduced to 49c

Importer's samples of All Pure Bristle Hairbrushes, with solid hardwood backs in hickory, mahogany, natural, ebony, etc.

High-grade all pure bristle kinds only. Sale price, 49c each.

50c and 65c Shades For 25c Each

A special purchase of 100 dozen Window Shades, consisting of J. C. Wempe's best quality hand-made empire oiled quarte and cambric cloth, in 36- and 48-inch sizes, at savings of half price and more.

Mounted on guaranteed spring rollers, in several greens, also blue, brown, drab and ecru. Complete with crocheted ring to match.

This Coupon and 5c For May Manton's Spring Fashion Book, Containing a 10c Embroidery Pattern

The May Manton Spring Fashion Book contains 92 pages of interesting news for women, and is profusely illustrated with the new spring and summer styles. In addition a regular 10c Embroidery Pattern will be found in the back of the book.

Pattern Dept., First Floor.

15c Pencil Cases, 5c

THIS COUPON and 5c for Leatherette Pencil Cases, full of bright finish; snap fasteners. (S)